

Fig. 1

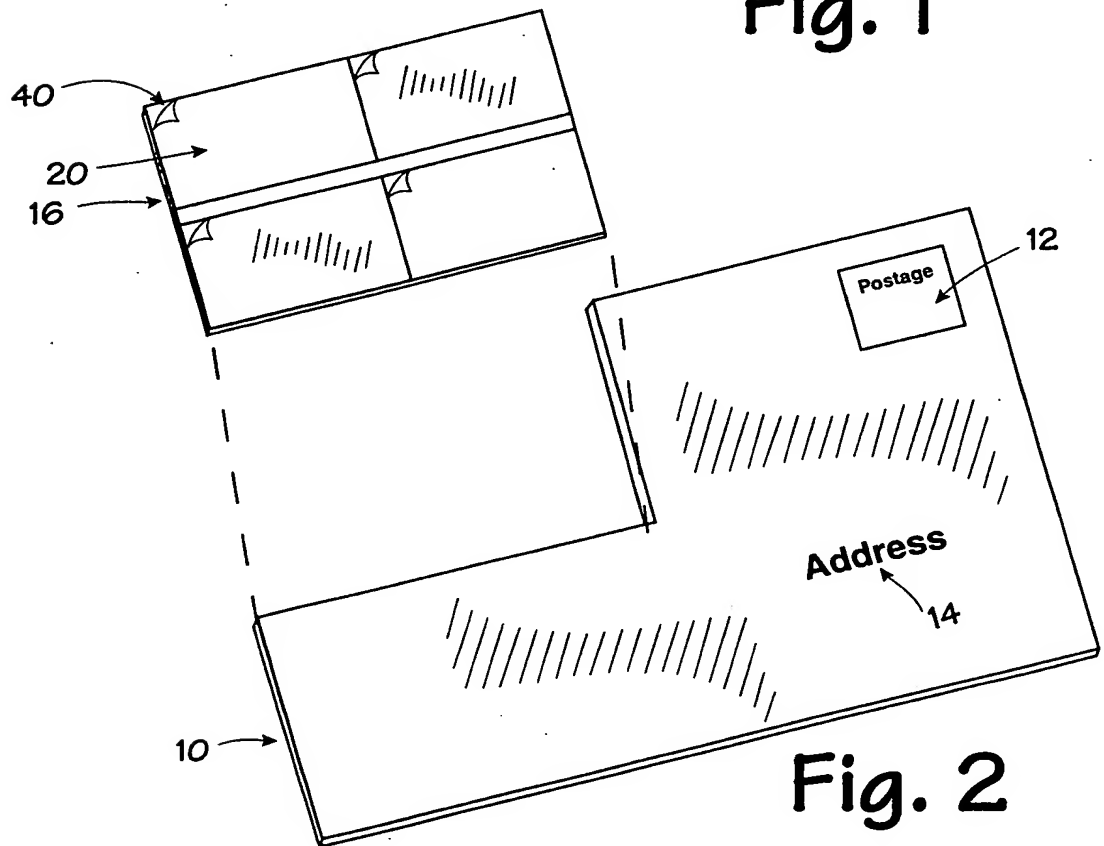


Fig. 2

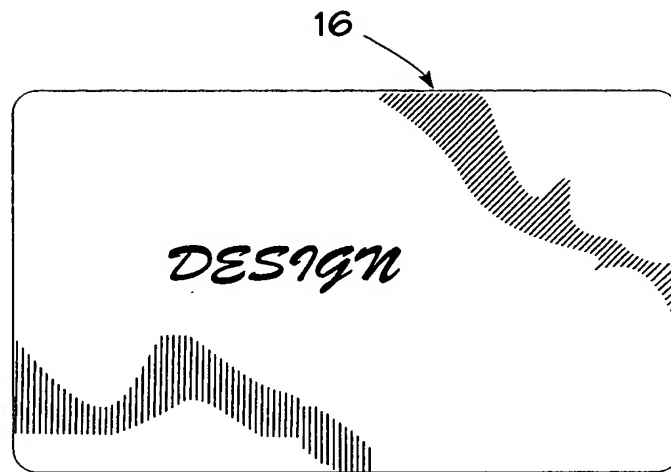


Fig. 3

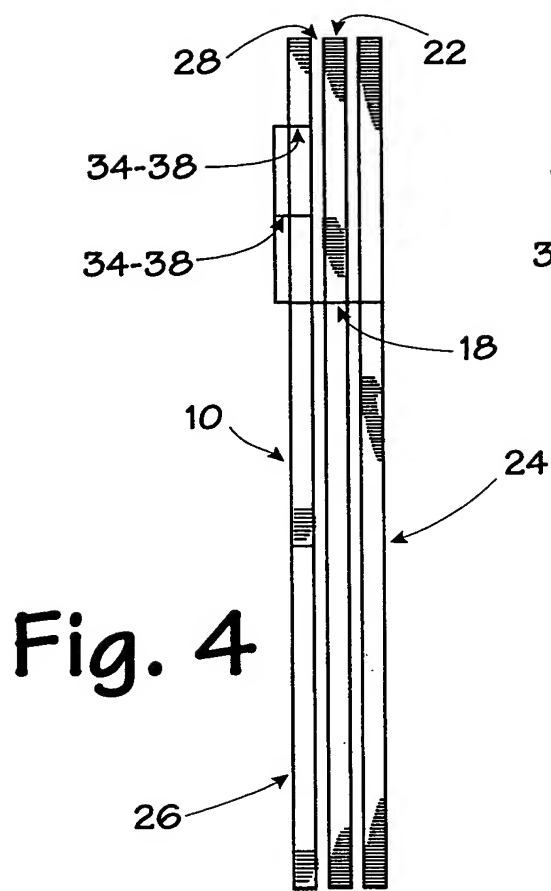


Fig. 4

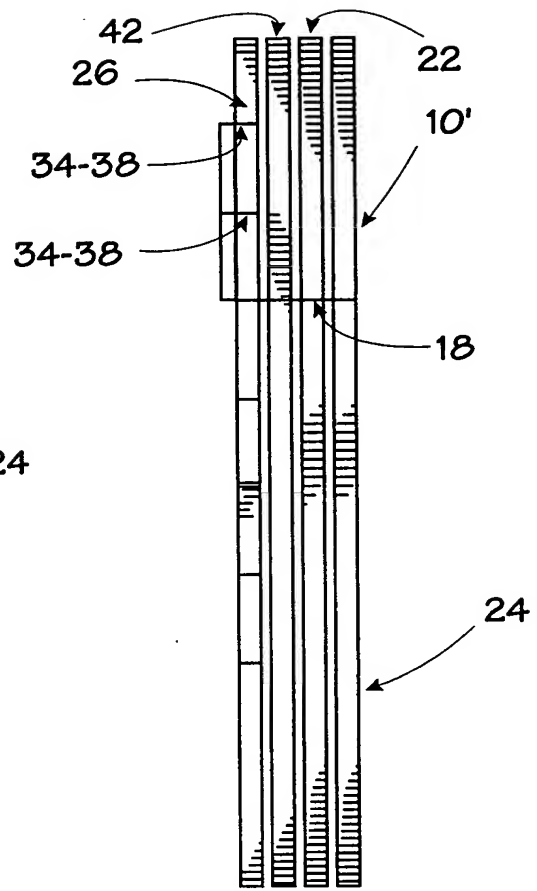


Fig. 6

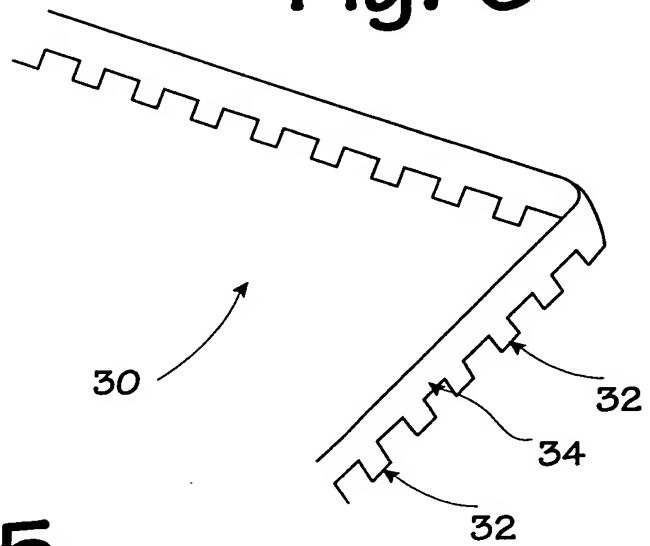


Fig. 5

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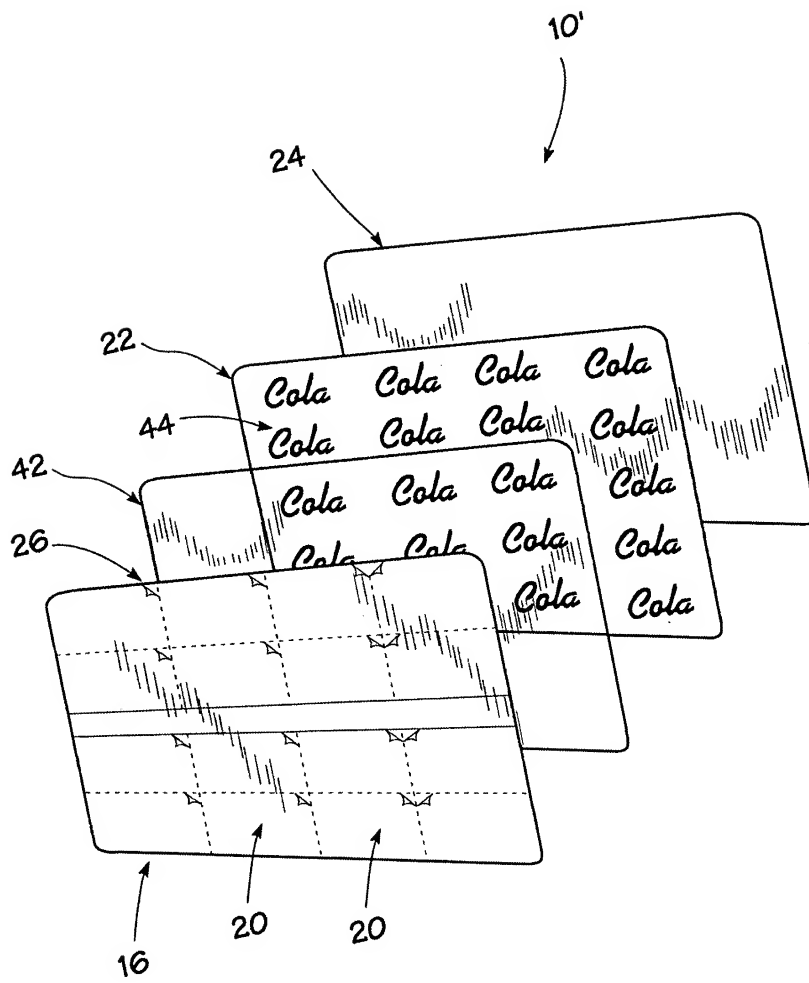


Fig. 7

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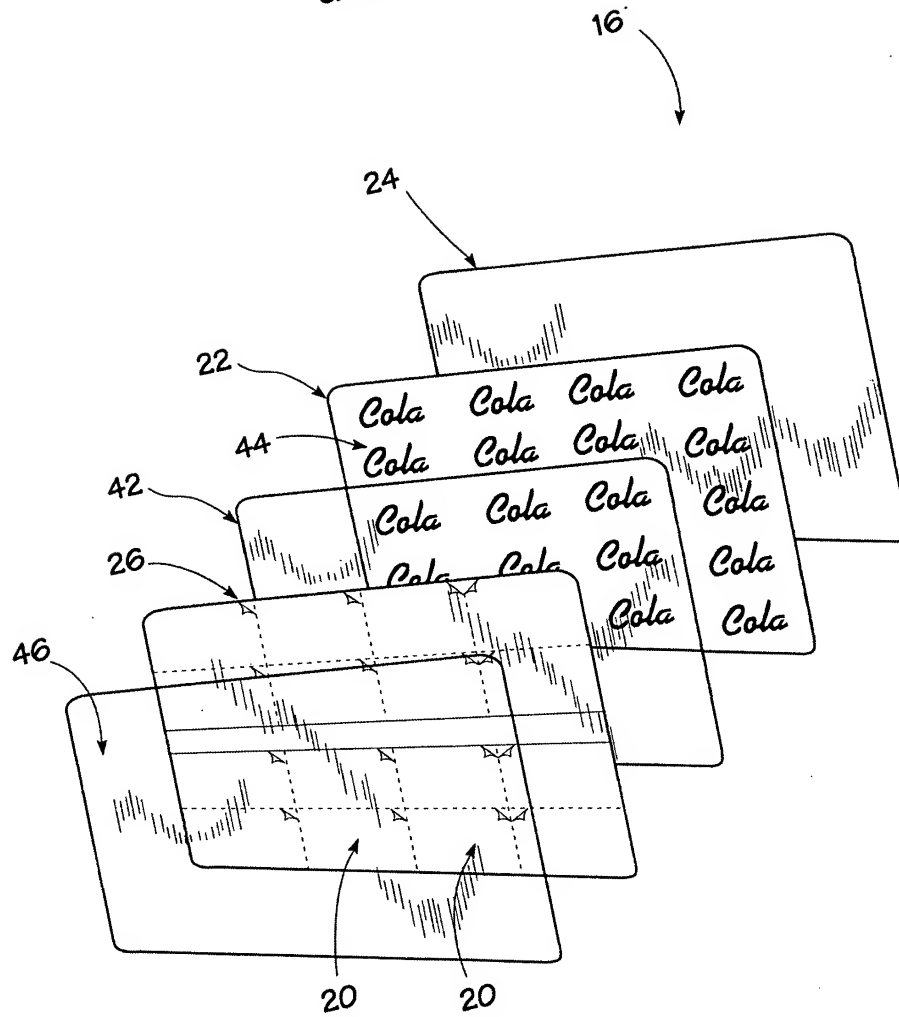


Fig. 8

Front View

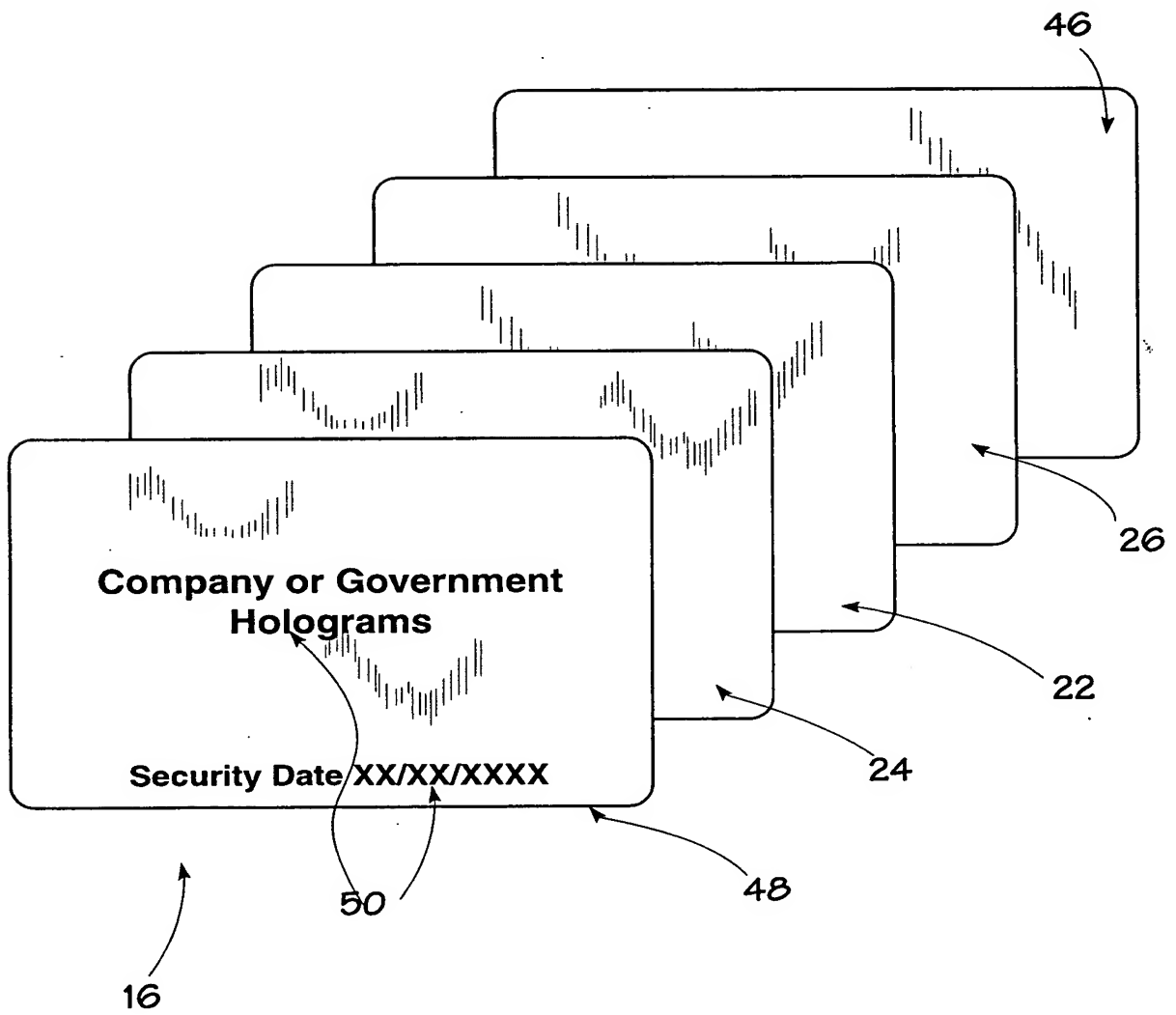


Fig. 9

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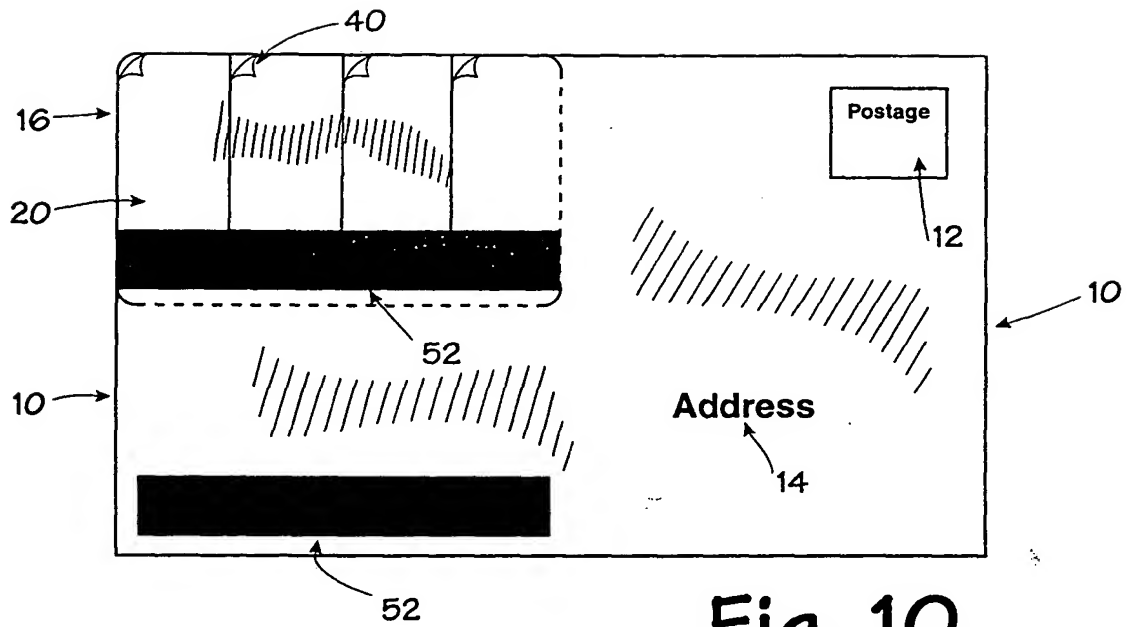


Fig. 10

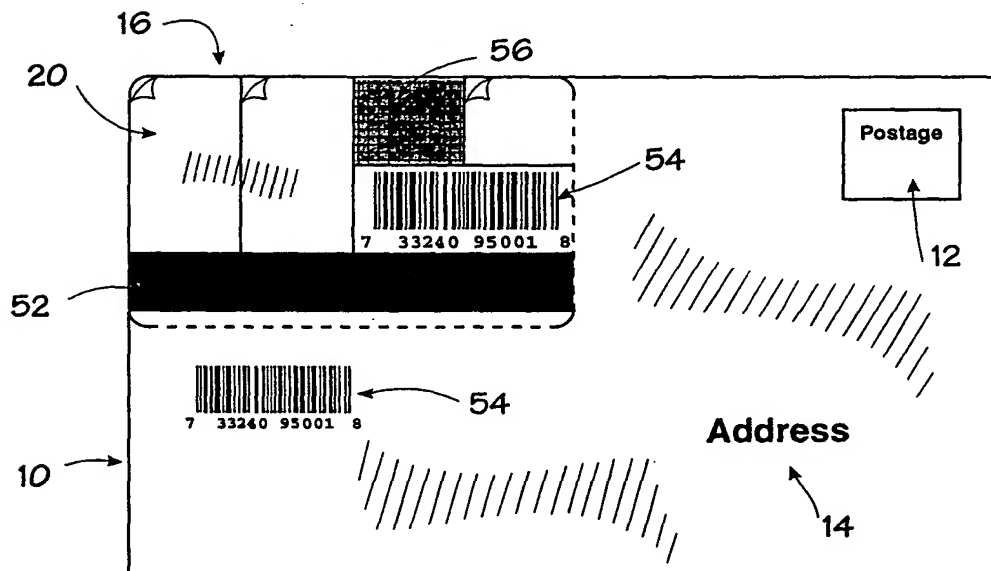


Fig. 11

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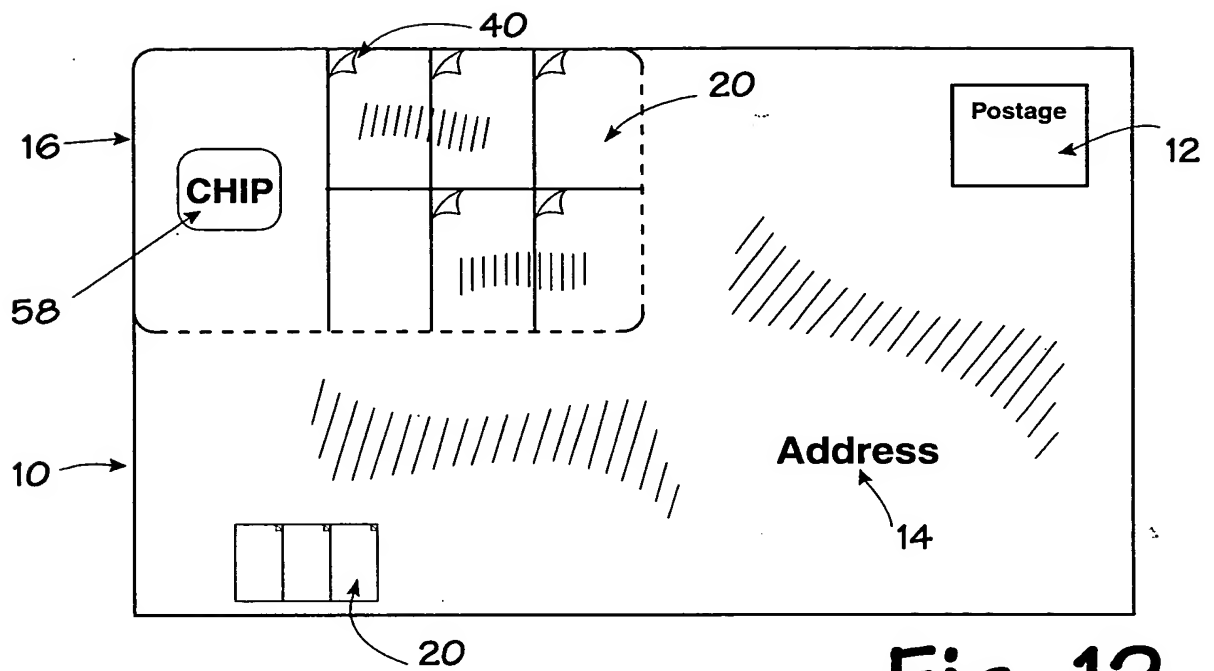


Fig. 12

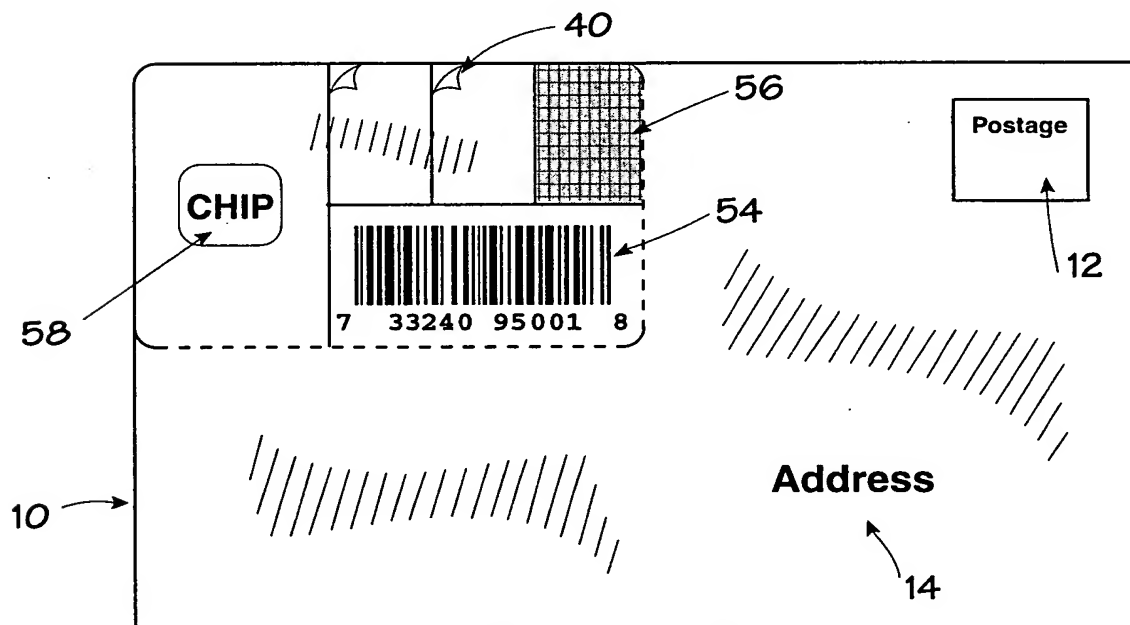


Fig 13

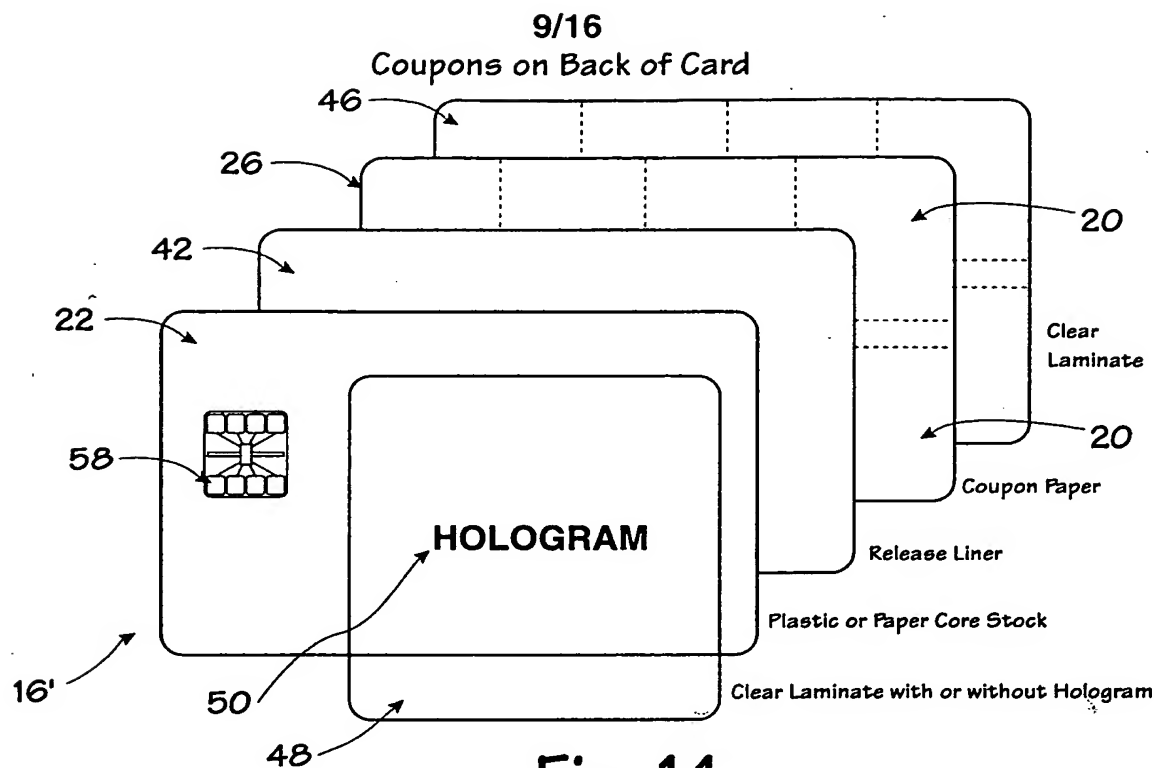


Fig. 14

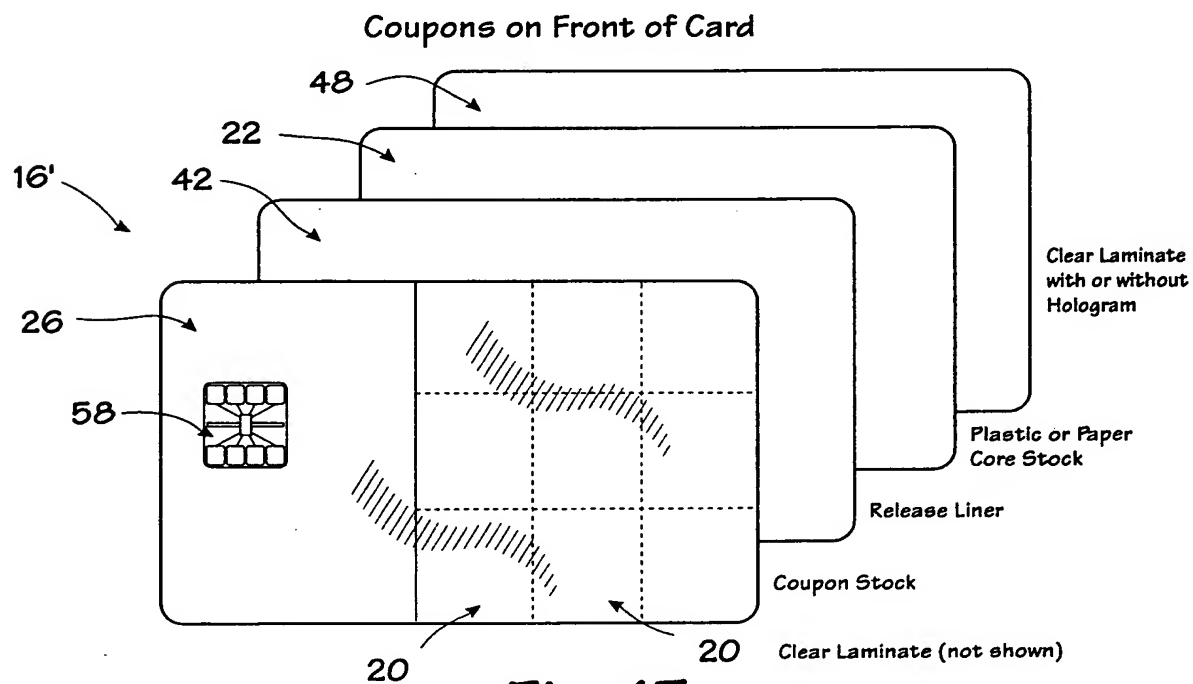


Fig. 15

Fig. 16

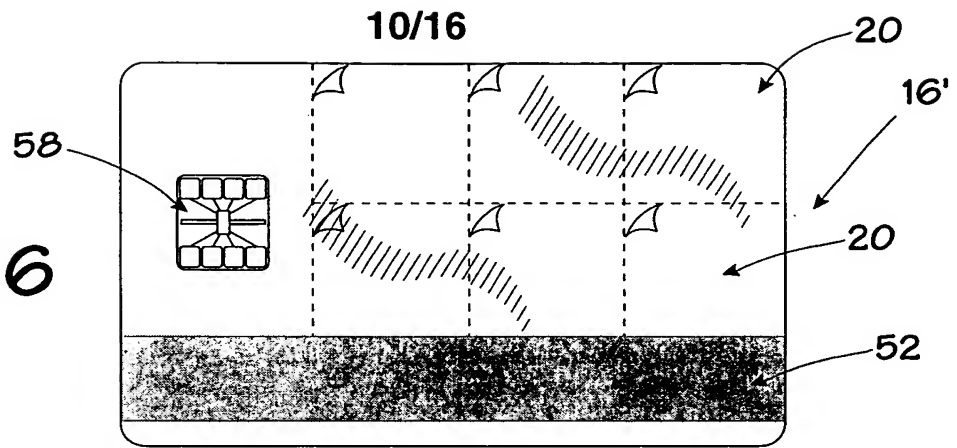


Fig. 17

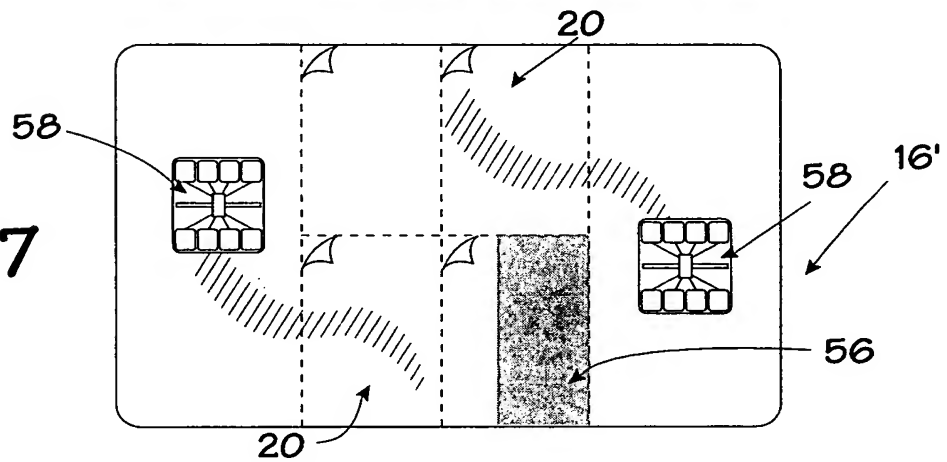


Fig. 18

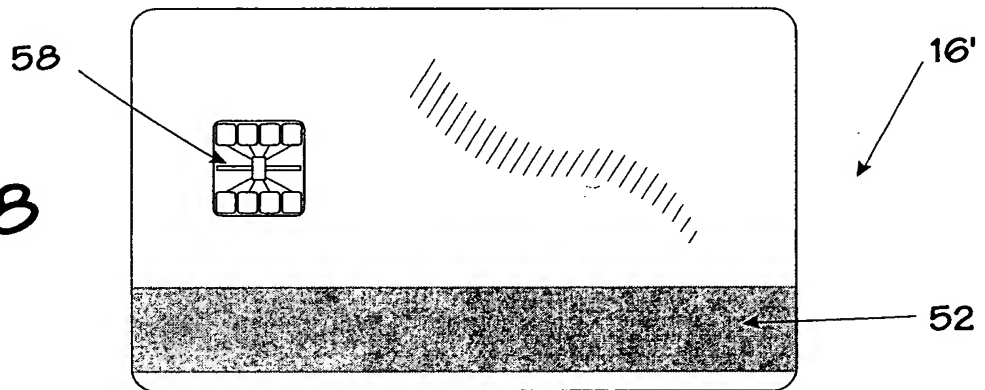


Fig. 19

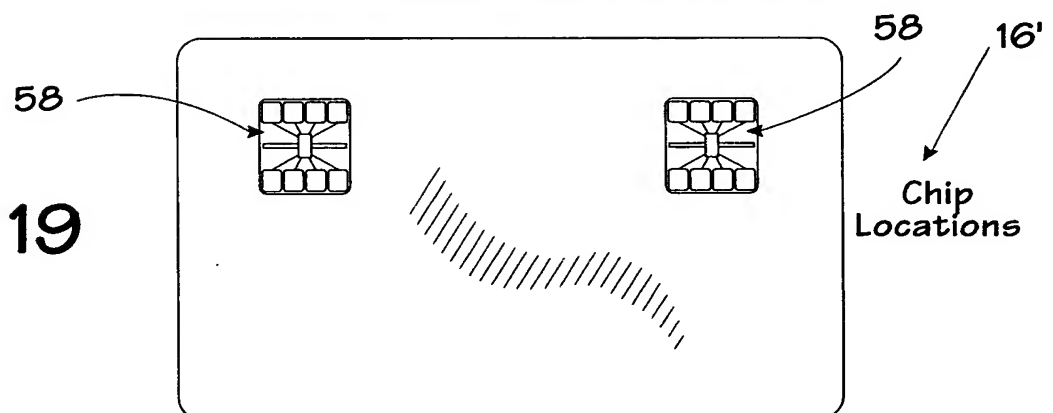


Fig. 20

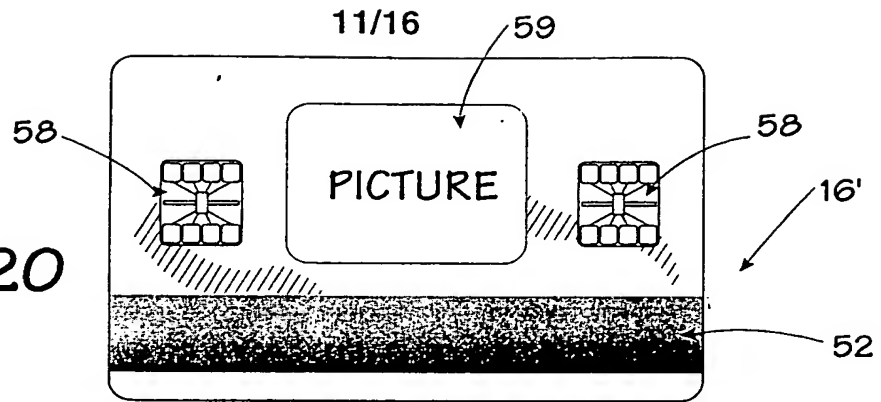


Fig. 21

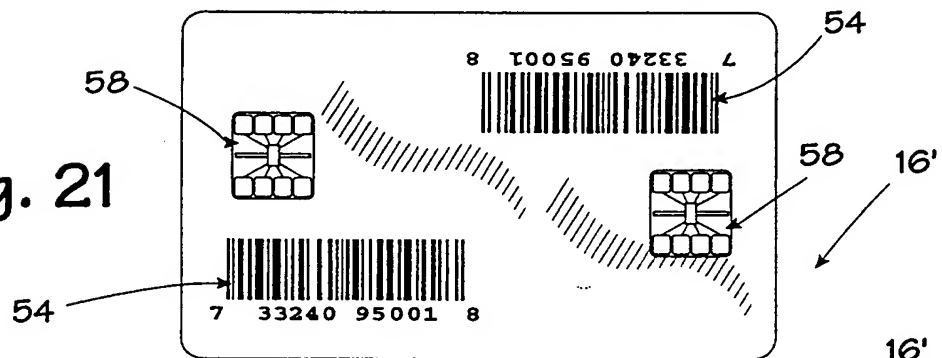


Fig. 22

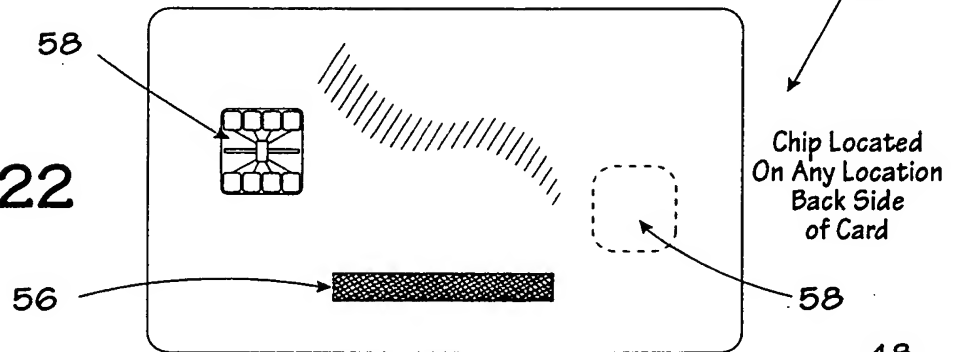
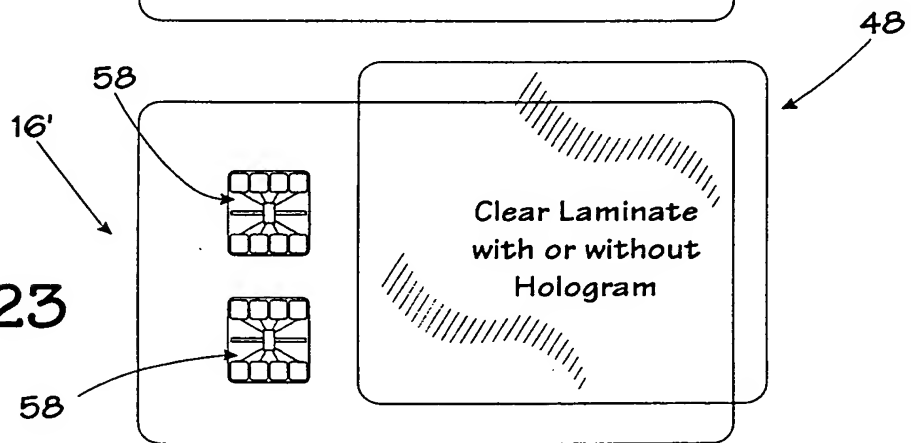


Fig. 23



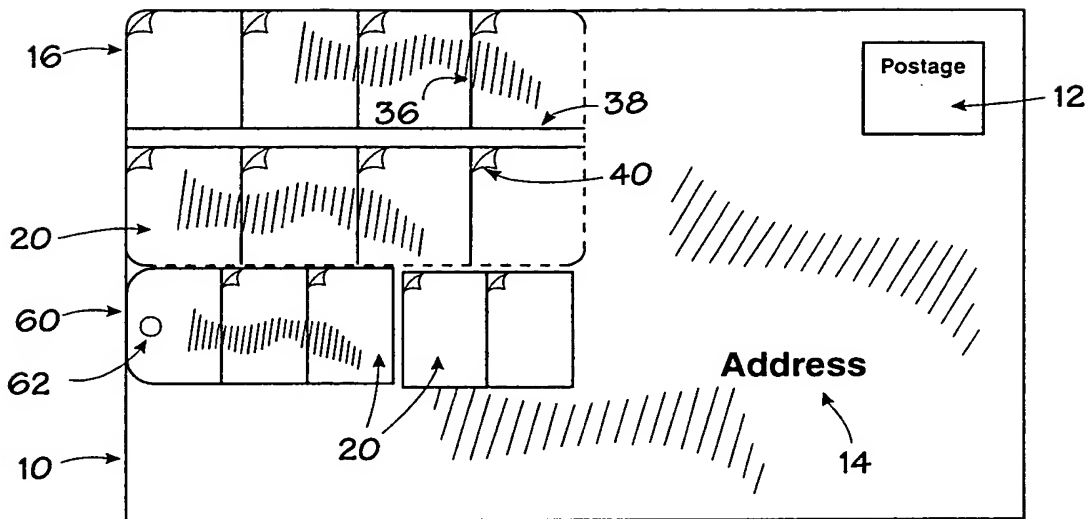


Fig. 24

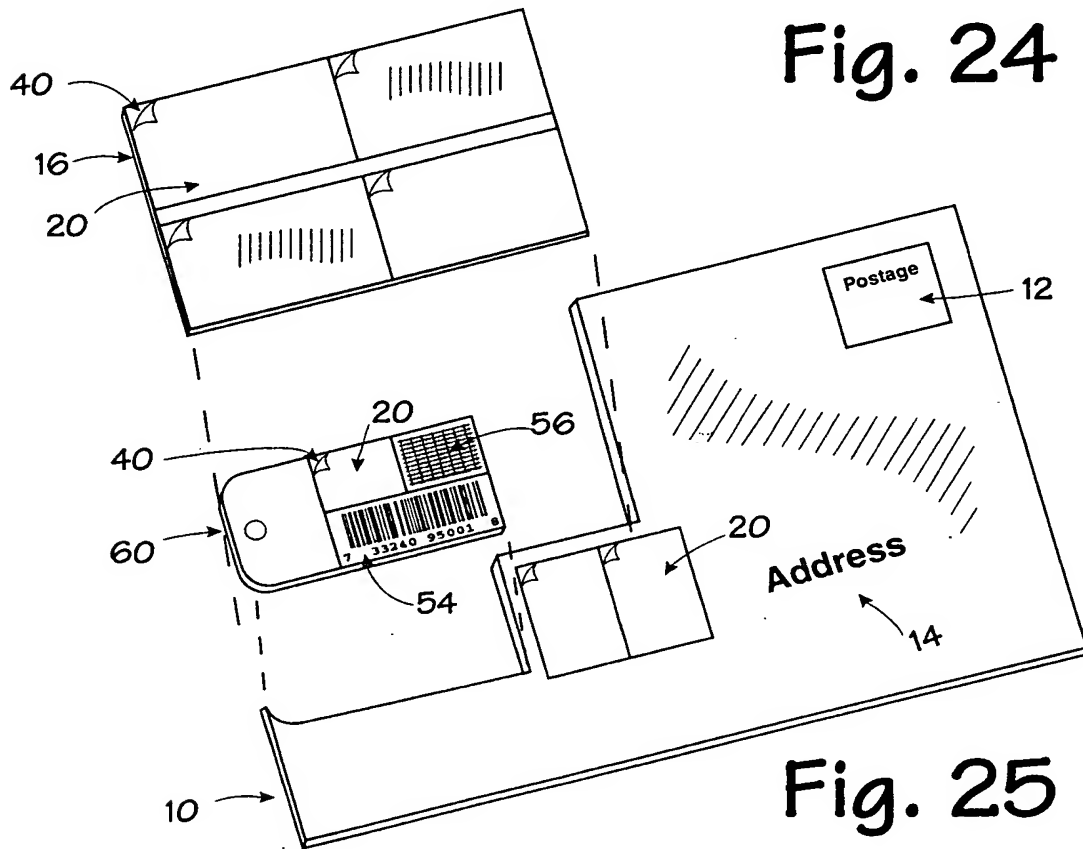


Fig. 25

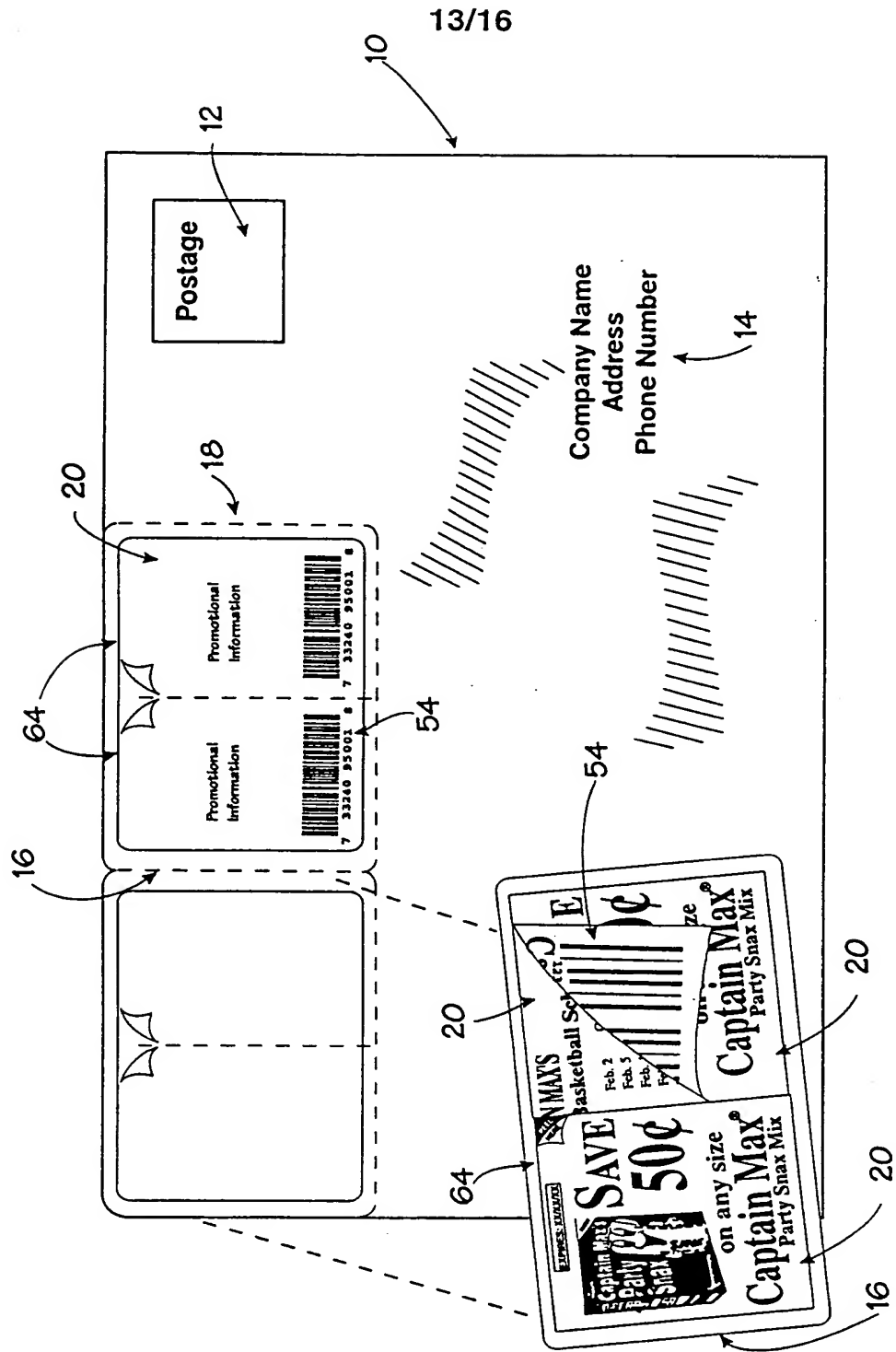
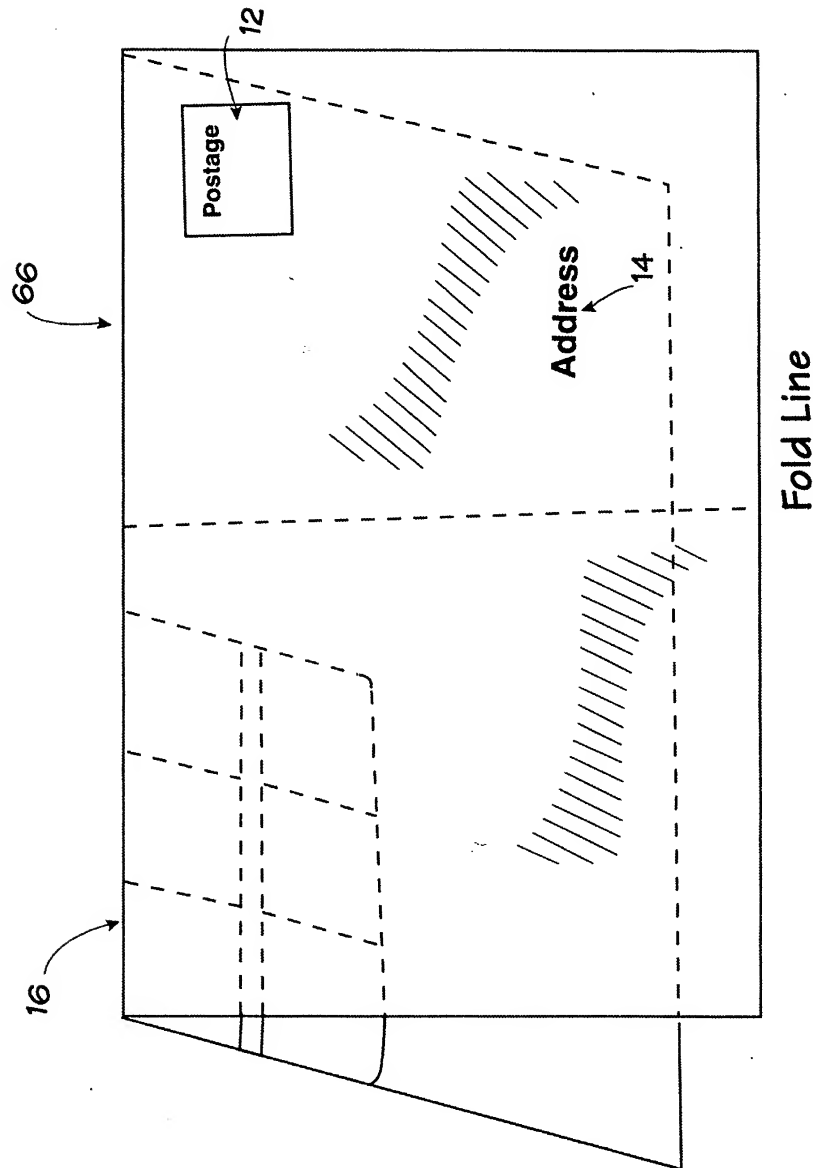


Fig. 26

Fold Over Post Card



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Fig. 27

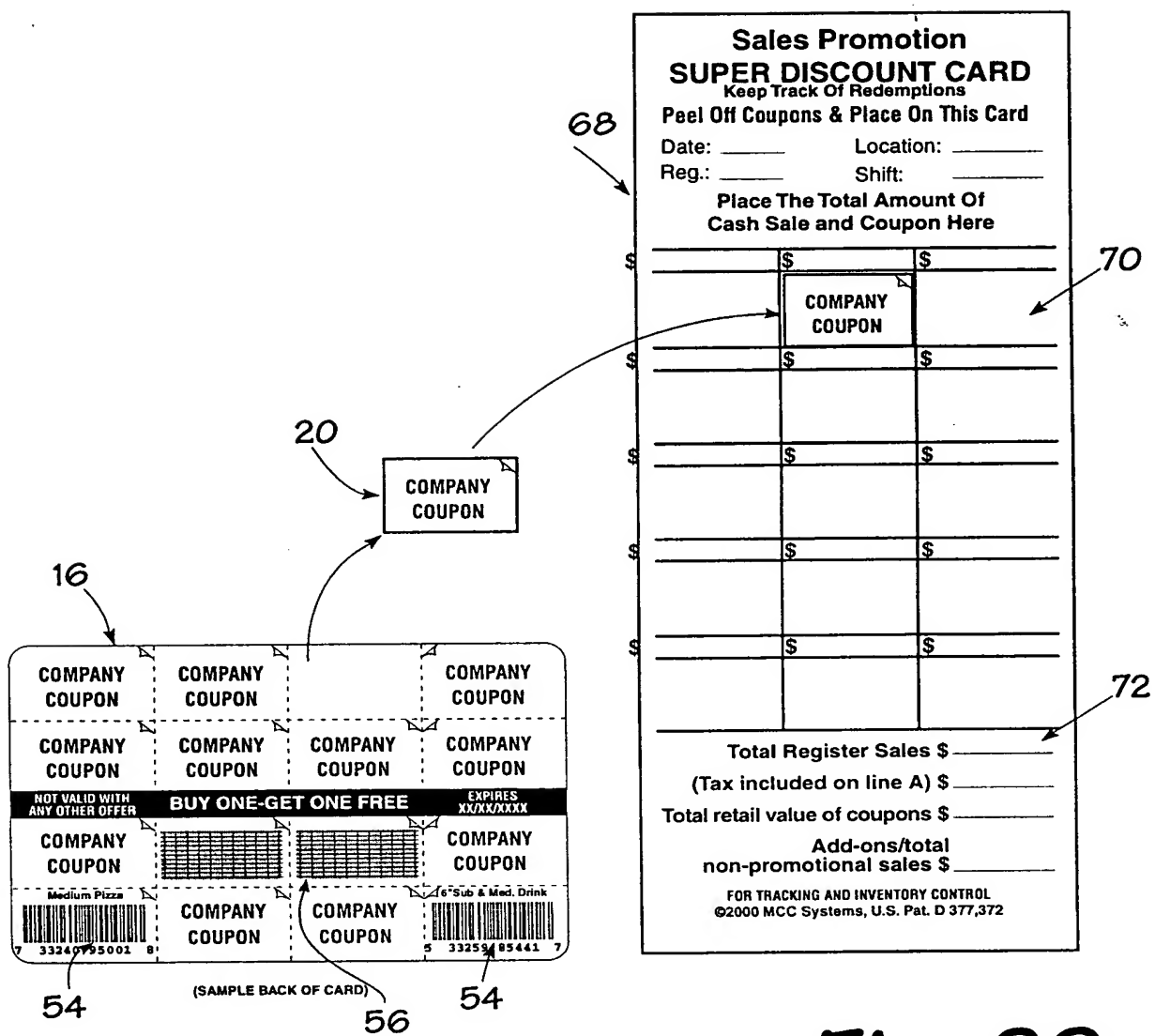


Fig. 28

Fig. 29

68

74

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84

86

88

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Calculation of Promotional Cost
You may add up the
following to get your
true cost of promotion

	1	2	3	4
FOOD (PRODUCT) COST %				
MATERIAL COST %				
LABOR COST %				
OVERHEAD COST %				
TOTAL COST %				

PROMO

NUMBER OF PEELERS	RETAIL VALUE OF EACH	TOTAL RETAIL VALUE OF COUPON	COST OF PRODUCT	COST OF PROMOTION
1	X	=	%	
2	X	=	%	
3	X	=	%	
4	X	=	%	

TOTAL cost of promotion \$

Fig. 30